



Triannual Industry Market Size and Performance Report

2025 Sponsorship Proposal

✉ thepma.org

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We're requesting support for the industry study from top platforms/networks, leading publishers, agencies and other PMA members. **Thank you for your consideration and support!** Without it, we cannot support the industry with this important research!

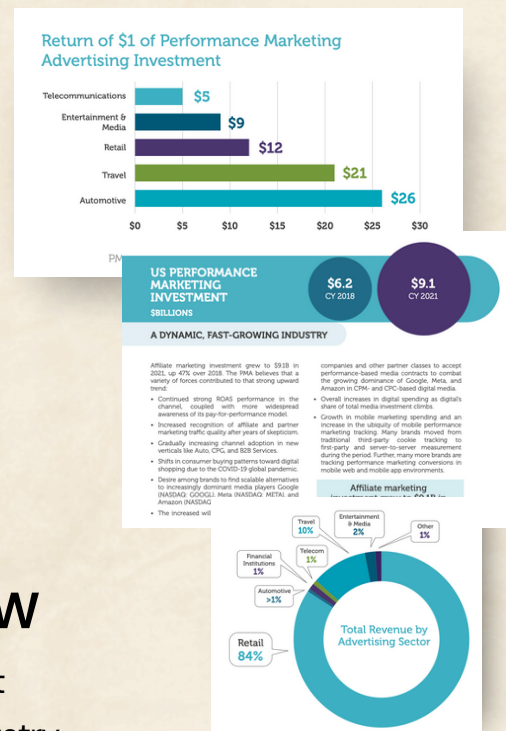
The Performance Marketing Association provides **the only reliable market sizing and analysis of the US partnerships industry**. Developed in partnership with PwC, the report aggregates data from participating networks and platforms and dozens of publishers.

ABOUT THE REPORT

- Total performance partnerships market size
- Total revenue generated through partnerships
- Industry and segment growth figures
- Channel investment by advertiser category
- Channel investment by retail subcategory
- Industry revenue share by publisher/partner type
- ROAS figures for many categories & sub-categories
- Insights into the factors behind the trends

HELPING YOU AND THE INDUSTRY GROW

- Provides insights and rationale for advertiser investment
- Gives importance and credence to an undervalued industry
- Proves the extraordinary ROAS of performance partnerships
- The only reliable data for the size & effectiveness of the partnerships industry
- Proves the growth, vitality, and growing importance of partner marketing
- Demonstrates channel importance to ecommerce sales in many industries
- Promotes investor interest in solution providers, agencies, and publishers



Widely Quoted In Industry Content



OUR RESEARCH PARTNER **pwc**

PwC handles all aspects of data collection, analysis, and projections. Our network and platform partners insist we use a highly trustworthy third party to collect and process the data so they can be assured that their trade secrets are fully safeguarded.

We approached a wide range of research providers for project proposals and bids and PwC was (by far) the least expensive vendor offering the data security and trust required for this research.

FAQ

Is the report a good value for our company?

Before the PMA started conducting these studies, individual companies occasionally commissioned studies on their own, bearing all costs. Contributing is a great value for each participant, and the report provides greater credibility because it is issued by PwC and the PMA.

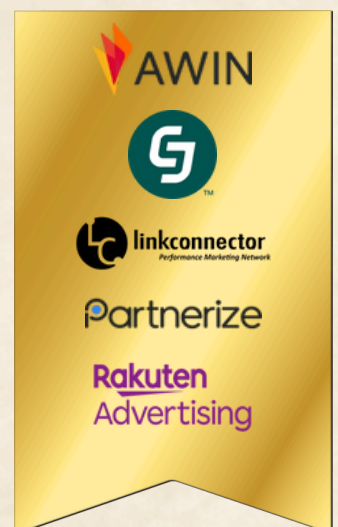
Why use a research company instead of a lower cost consultant?

Many of our network, platform, and publisher members insist on having a trustworthy outside provider to collect and analyze their data. With PwC, no individual network, platform, or publisher's data is ever seen by anyone except the PwC analyst. Once the report is issue, the data is destroyed.

Will our company be recognized for our support?

Yes, all donors will be recognized in the study and press outreach based on the tier of their contribution.

SPECIAL THANKS TO OUR 2022 STUDY CONTRIBUTORS



THE ASK

- Financial Investment: \$6,500/Network, \$2,000/Enterprise, \$500/SMB
- Network Survey Participation: send aggregated platform data to PwC for analysis (submissions are only visible to PwC, destroyed after use)

Indicate Your Sponsorship Commitment by emailing Tricia@thepma.org

Submit Payment to the PMA upon invoice receipt or before January 31, 2025